

WHAT IS CLAIMED IS:

1. A merchandise planning and development system comprising:

a merchandise planning information notice unit for
5 informing many and unspecified customers of merchandise
planning and development information relating to planning
and/or development of new merchandise through a network;

an opinion information collecting unit for collecting the
opinion information from the customers looking up the
10 merchandise planning information through said network; and

merchandise information notice unit for informing said
many and unspecified customers of the merchandise information
suited to the needs of the customers according to the opinion
information through said network.

2. The merchandise planning and development system
according to claim 1, further comprising a trial product
information notice unit for informing said many and unspecified
customers of the trial product information suited to the needs
20 of the customers according to the opinion information through
said network, wherein said opinion information collecting unit
collects the opinion information of the customers looking up
the trial product information in addition to the merchandise
planning information.

3. The merchandise planning and development system according to claim 2, further comprising a trial product popularity investigation unit for investigating the popularity of each trial product corresponding to the information of the plurality of trial products, in the event of presence of a plurality of the trial product information, by an electronic technique.

4. The merchandise planning and development system according to claim 3, further comprising a trial product popularity investigation result notice unit for informing said many and unspecified customers of investigation results of said trial product popularity investigation unit through said network.

5. The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit is an electronic bulletin board system.

6. The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit is an electronic mail system.

selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

5 10. The merchandise planning and development system according to claim 9, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and
10 determines the selling price according to the discount rate.

11. The merchandise planning and development system according to claim 1 further comprises,

15 a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be
20 lower as the sales reservation is accepted earlier.

12. The merchandise planning and development system according to claim 11, wherein said selling price determining unit once sets the discount rate so that the discount rate of
25 the fixed price may be higher in gradual steps as the sales

reservation is accepted earlier, and determines the selling price according to the discount rate.

13. The merchandise planning and development system
5 according to claim 1 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

10 a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

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14. The merchandise planning and development system according to claim 13, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time
20 is shorter, and determines the selling price according to the discount rate.

15. The merchandise planning and development system according to claim 1 further comprises,

25 a bidding price collecting unit for collecting the

bidding prices of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers; and

a selling price determining unit for investigating the distribution of bidding prices on the basis of the result of collection of said bidding price collecting unit and determining the selling price of the new merchandise on the basis of the bidding price zone of the greatest number of bids.

16. The merchandise planning and development system according to claim 1 further comprises,

an auction unit for auctioning new merchandise to be released corresponding to the merchandise information through said network among said many and unspecified customers; and

a selling price determining unit for determining the selling price of the new merchandise on the basis of the auction result by said auction unit.

17. The merchandise planning and development system according to claim 8, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to said network, transmits information about reservation to said sales representative clients through said network, while the sales representative sells the new merchandise according to the reservation

information.

18. The merchandise planning and development system according to claim 9, wherein said sales booking unit, being
5 installed at a sales representative and accommodating sales representative clients connected to said network, transmits information about reservation to said sales representative clients through said network, while the sales representative sells the new merchandise according to the reservation
10 information.

19. The merchandise planning and development system according to claim 11, wherein said sales booking unit, being
15 installed at a sales representative and accommodating sales representative clients connected to said network, transmits information about reservation to said sales representative clients through said network, while the sales representative sells the new merchandise according to the reservation
information.

20. The merchandise planning and development system according to claim 13, wherein said sales booking unit, being
25 installed at a sales representative and accommodating sales representative clients connected to said network, transmits information about reservation to said sales representative

clients through said network, while the sales representative sells the new merchandise according to the reservation information.

5 21. The merchandise planning and development system according to claim 8 further comprises,

a customized component display unit for displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

15 wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

22. The merchandise planning and development system according to claim 9 further comprises,

a customized component display unit for displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

25 a customized component selecting unit for allowing the

customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

23. The merchandise planning and development system according to claim 11 further comprises,

a customized component display unit for displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

24. The merchandise planning and development system according to claim 13 further comprises,

a customized component display unit for displaying the plurality of types of customized components different in design

about the components for composing the new merchandise to said many and unspecified customers through said network; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

25. The merchandise planning and development system according to claim 8 further comprises,

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice unit for informing said many and unspecified customers of the naming determined on basis of the voting result of said naming voting unit through said network.

26. The merchandise planning and development system according to claim 9 further comprises,

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice unit for informing said many and

unspecified customers of the naming determined on basis of the voting result of said naming voting unit through said network.

27. The merchandise planning and development system
5 according to claim 11 further comprises,

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

10 a naming notice unit for informing said many and unspecified customers of the naming determined on basis of the voting result of said naming voting unit through said network.

28. The merchandise planning and development system
according to claim 13 further comprises,

15 a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice unit for informing said many and unspecified customers of the naming determined on basis of the
20 voting result of said naming voting unit through said network.

29. A merchandise planning and development system comprising:

a merchandise planning information notice unit for
25 informing many and unspecified customers of merchandise

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planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept through a network;

an opinion information collecting unit for collecting the
5 opinion information from the customers looking up said merchandise planning information through said network; and

a merchandise information notice unit for informing said many and unspecified customers of the merchandise information relating to said plurality of new merchandise suited to the
10 needs of the customers according to the opinion information through said network.

30. A merchandise planning and development method comprising:

15 a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of new merchandise through a network;

an opinion information collecting step of collecting the
20 opinion information from the customers looking up the merchandise planning information through said network; and

a merchandise information notice step of informing said many and unspecified customers of the merchandise information suited to the needs of the customers according to the opinion
25 information through said network.

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31. The merchandise planning and development method according to claim 30 further comprises,

a trial product information notice step of informing said many and unspecified customers of the trial product information suited to the needs of the customers according to the opinion information through said network,

wherein the opinion information collecting step collects the opinion information of the customers looking up the trial product information in addition to the merchandise planning information.

32. The merchandise planning and development method according to claim 31 further comprises,

a trial product popularity investigation step of investigating the popularity of each trial product corresponding to the information of the plurality of trial products, in the event of presence of a plurality of the trial product information, by an electronic technique.

33. The merchandise planning and development method according to claim 32 further comprises,

a trial product popularity investigation result notice step of informing said many and unspecified customers of investigation results of the trial product popularity investigation step through said network.

34. The merchandise planning and development method according to claim 30 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower in proportion to the increase in the sales reserved quantity depending on the sales reserved quantity of the new merchandise.

35. The merchandise planning and development method according to claim 30 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

36. The merchandise planning and development method according to claim 35, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

37. The merchandise planning and development method according to claim 30 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

38. The merchandise planning and development method according to claim 37, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

39. The merchandise planning and development method according to claim 30 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

40. The merchandise planning and development method according to claim 39, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

41. The merchandise planning and development method according to claim 30 further comprises,

a bidding price collecting step of collecting the bidding prices of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers; and

a selling price determining step of investigating the distribution of bidding prices on the basis of the result of collection of the bidding price collecting step, and determining the selling price of the new merchandise on the basis of the bidding price zone of the greatest number of bids.

42. The merchandise planning and development method according to claim 30 further comprises,

an auction step of auctioning new merchandise to be released corresponding to the merchandise information through said network among said many and unspecified customers; and

a selling price determining step of determining the selling price of the new merchandise on the basis of the auction result of the auction step.

43. The merchandise planning and development method according to claim 34, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through said network, while the sales representative sells the new merchandise according to the reservation information.

44. The merchandise planning and development method according to claim 35, wherein the sales booking step transmits information about reservation to sales representative clients

provided at a sales representative through said network, while the sales representative sells the new merchandise according to the reservation information.

5 45. The merchandise planning and development method according to claim 37, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through said network, while the sales representative sells the new merchandise according to the reservation information.

10 46. The merchandise planning and development method according to claim 39, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through said network, while the sales representative sells the new merchandise according to the reservation information.

15 47. The merchandise planning and development method according to claim 34 further comprises,

a customized component display step of displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

25 a customized component selecting step of allowing the

customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

48. The merchandise planning and development method according to claim 35 further comprises,

a customized component display step of displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

49. The merchandise planning and development method according to claim 37 further comprises,

a customized component display step of displaying the plurality of types of customized components different in design

about the components for composing the new merchandise to said many and unspecified customers through said network; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

50. The merchandise planning and development method according to claim 39 further comprises,

a customized component display step of displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

51. The merchandise planning and development method according to claim 34 further comprises,

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice step of informing said many and unspecified customers of the naming determined on basis of the voting result of the naming voting step through said network.

52. The merchandise planning and development method according to claim 35 further comprises,

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice step of informing said many and unspecified customers of the naming determined on basis of the voting result of the naming voting step through said network.

53. The merchandise planning and development method according to claim 37 further comprises,

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice step of informing said many and unspecified customers of the naming determined on basis of the

through said network.

56. A computer readable medium for storing instructions,
which when executed by a computer, causes the computer to
5 perform:

a merchandise planning information notice step of
informing many and unspecified customers of merchandise
planning and development information relating to planning
and/or development of new merchandise through a network;

10 an opinion information collecting step of collecting the
opinion information from the customers looking up the
merchandise planning information through said network; and

a merchandise information notice step of informing said
many and unspecified customers of the merchandise information
15 suited to the needs of the customers according to the opinion
information through said network.

57. A computer readable medium for storing instructions,
which when executed by a computer, causes the computer to
20 perform:

a merchandise planning information notice step of
informing many and unspecified customers of merchandise
planning and development information relating to planning
and/or development of a plurality of new merchandise on the
25 basis of one concept through a network;

an opinion information collecting step of collecting the opinion information from the customers looking up the merchandise planning information through said network; and

a merchandise information notice step of informing said many and unspecified customers of the merchandise information relating to said plurality of new merchandise suited to the needs of the customers according to the opinion information through said network.

58. A merchandise planning and development system comprising:

a trial product and/or merchandise information notice unit for informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

a popularity investigation unit for investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

59. The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

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60. The merchandise planning and development system according to claim 59, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

61. The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

62. The merchandise planning and development system according to claim 61, wherein said selling price determining unit once sets the discount rate so that the discount rate of

the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

5 63. The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through
10 said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation
15 quantity is shorter.

64. The merchandise planning and development system according to claim 63, wherein said selling price determining unit once sets the discount rate so that the discount rate of
20 the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

65. The merchandise planning and development system according to claim 59, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

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66. The merchandise planning and development system according to claim 61, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

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67. The merchandise planning and development system according to claim 63, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

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68. The merchandise planning and development system according to claim 59 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

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69. The merchandise planning and development system according to claim 61 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

70. The merchandise planning and development system according to claim 63 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

71. A merchandise planning and development system comprising:

a trial product and/or merchandise information notice unit for informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation unit for investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

a popularity investigation result notice unit for informing said many and unspecified customers of investigation results of said popularity investigation unit through said network.

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72. The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

73. The merchandise planning and development system according to claim 72, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

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74. The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

75. The merchandise planning and development system according to claim 74, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

76. The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be

81. The merchandise planning and development system according to claim 72 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

82. The merchandise planning and development system according to claim 74 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

83. The merchandise planning and development system according to claim 76 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

84. A merchandise planning and development method comprising:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

85. The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

86. The merchandise planning and development method according to claim 85, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the

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first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

87. The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

88. The merchandise planning and development method according to claim 87, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

89. The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through

said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance
5 of sales reservation until reaching a specified reservation quantity is shorter.

90. The merchandise planning and development method according to claim 89, wherein the selling price determining
10 step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

91. The merchandise planning and development method according to claim 85, wherein the sales booking step informs
15 said many and unspecified customers of profile information about the already booked subscribers.

92. The merchandise planning and development method according to claim 87, wherein the sales booking step informs
20 said many and unspecified customers of profile information about the already booked subscribers.

93. The merchandise planning and development method according to claim 89, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

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94. The merchandise planning and development method according to claim 85 further comprises,

10 a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

15 95. The merchandise planning and development method according to claim 87 further comprises,

20 a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

96. The merchandise planning and development method according to claim 89 further comprises,

25 a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of

reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

5 97. A merchandise planning and development method comprising:

10 a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

15 a popularity investigation result notice step of informing said many and unspecified customers of investigation results of the popularity investigation step through said network.

20 98. The merchandise planning and development method according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

25 a selling price determining step of determining the

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reservation is accepted earlier, and determines the selling price according to the discount rate.

102. The merchandise planning and development method according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

103. The merchandise planning and development method according to claim 102, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

104. The merchandise planning and development method according to claim 98, wherein the sales booking step informs said many and unspecified customers of profile information

about the already booked subscribers.

105. The merchandise planning and development method according to claim 100, wherein the sales booking step informs
5 said many and unspecified customers of profile information about the already booked subscribers.

106. The merchandise planning and development method according to claim 102, wherein the sales booking step informs
10 said many and unspecified customers of profile information about the already booked subscribers.

107. The merchandise planning and development method according to claim 98 further comprises,

15 a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

20 108. The merchandise planning and development method according to claim 100 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of
25 reservations, after closing of the reservations, if

reservations of a plurality of new merchandise are accepted at the sales booking step.

109. The merchandise planning and development method
5 according to claim 102 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at
10 the sales booking step.

110. A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform:

15 a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

a popularity investigation step of investigating the
20 popularity of information of said plurality of trial products or merchandise by an electronic technique.

111. A computer readable medium for storing instructions, which when executed by a computer, causes the computer to
25 perform:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

5 a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

10 a popularity investigation result notice step of informing said many and unspecified customers of investigation results of the popularity investigation step through said network.